



# CHANGE A LIGHT CHANGE THE WORLD ENERGY STAR®

Products that earn the ENERGY STAR® prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency and the U.S. Department of Energy.  
[www.energystar.gov](http://www.energystar.gov)

## **The ENERGY STAR Change a Light, Change the World Campaign**

*Show your company's commitment to protecting the environment through energy efficiency.*

The *ENERGY STAR Change a Light, Change the World Campaign* is a national call-to-action to encourage every individual in the United States to help save energy and protect the environment through energy-efficient lighting.

Now in its 7th year, the campaign builds momentum throughout the summer and early fall with a central rallying point on ENERGY STAR Change a Light Day, Wednesday, October 4th, 2006. Organizations across the country help mark this day with activities, events, local leader proclamations, and store promotions on energy-efficient lighting.

At the campaign's heart is the ENERGY STAR Change a Light Pledge, found at [www.energystar.gov/changealight](http://www.energystar.gov/changealight), where individuals pledge to replace an old bulb with an efficient one. Individuals who pledged to change a light in 2005 alone have the potential to save more than \$2 million in energy costs and prevent more than 33 million pounds of greenhouse gas emissions!

## **Join the Campaign and Leverage ENERGY STAR**

This year it's easy and fun for companies to leverage the ENERGY STAR Change a Light campaign as an employee outreach and awareness activity.

Company energy programs are invited to play a leadership role by setting a pledge goal and becoming an ENERGY STAR Change a Light pledge driver. In return, company pledge drivers will receive unique online tracking tools which enable them to gain 'credit' for each Pledge taken in their name and a way to track progress against their goal on the ENERGY STAR web site. Each company pledge driver can watch their energy and environmental savings add up and then promote this success back to their employees, customers, and community.

Companies who sign up as pledge drivers will also receive customizable materials and tools to engage their community and then demonstrate the difference they're making to preserve our nation's energy resources and environment.

### ***Free materials and resources for participating groups:***

- **Pledge Driver Web Page** – to track and promote your pledge progress
- **Sample E-mail Template** -- customize and send to members, employees, customers
- **Web Icons and Sample Linking Text** -- post on your web site, use in e-mail or web communications – link using your own unique URL provided by ENERGY STAR
- **Newsletter article** -- customize and invite your community to come together and Pledge
- **Key Talking Points and Facts** -- build newsletter articles, web content, handouts, more
- **Press Release Template** -- promote your involvement in this national movement
- **Partnering Leads** - information on which lighting vendors, retailers, utility programs, and others are promoting efficient lighting

TO JOIN: Visit [www.energystar.gov/joinCAL](http://www.energystar.gov/joinCAL) and click on 'Become a pledge driver.' Contact Sarah Banas, contractor to ENERGY STAR, with questions: 617-673-7105 / [changealight@cadmusgroup.com](mailto:changealight@cadmusgroup.com).